

**AS SEEN IN**

**LAB MANAGEMENT TODAY**

JANUARY · 2015

**LMT**®

**BUSINESS STRATEGIES FOR DENTAL LABORATORY DECISION MAKERS**

*in NEWSBRIEFS  
on page 7*

## **Henry Schein Cares Participates in Multiple Good Causes**

**The Henry Schein Cares Foundation** recently participated in several programs in pursuit of its mission to expand access to health care for underserved and at-risk populations:

- The Foundation, along with the Alpha Omega International Dental Fraternity, launched the Alpha Omega-Henry Schein Cares Holocaust Survivors Oral Health Program to provide Holocaust survivors with \$1 million in dental care.

- With a \$40,000 donation from the Henry Schein Cares Foundation and Henry Schein's Sports Medicine business, Henry Schein hosted 21 "Home Run for Health" events during this year's PLAY (Promoting a Lifetime of Activity for Youth) Campaign to educate children and teenagers about the importance of staying active, eating right, and routine dentist and physician visits.

- This year, Henry Schein's "Think Pink, Practice Pink" program contributed more than \$173,000 to cancer-related causes. The program offers pink products from health care consumables and practice supplies to apparel, with a portion of sales going to organizations including the American Cancer Society, Steven and Alexandra Cohen Children's Medical Center of New York, Stony Brook Children's Hospital and the Global Oral Cancer Forum. ■



As part of the "Think Pink, Practice Pink" program, Team Schein Members at multiple company locations wore pink on selected days during October and were provided with essential information about breast cancer detection. Team Schein Members also donated their own funds with matching funds provided by the company.

AS SEEN IN

LAB MANAGEMENT TODAY

JANUARY · 2015

LMT<sup>®</sup>

BUSINESS STRATEGIES FOR DENTAL LABORATORY DECISION MAKERS

in MEETING NEWS  
on page 114

## Quintessence and Henry Schein Host Inaugural Digital Dentistry Symposium

Kelly Fessel Carr, Associate Publisher/Editor

“Many of my colleagues have stayed within their comfort zone, practicing dentistry the old way. But for those who’ve switched to digital, digital has changed everything. The real reward comes for the patient in the quality of their restorations and their dental experience,” said Dr. Jonathan Ferencz, DDS, FACP, during his opening remarks at the *1st International Symposium on Digital Dentistry: Technologies That Enhance Clinical Outcomes*, of which he was the Scientific Chair.

Hosted by Quintessence Publishing and Henry Schein October 23-25 in Orlando, the meeting featured an exhibit hall and three days of lectures by digital dentistry experts on CAD/CAM systems, esthetics in CAD/CAM, new educational applications, implant planning, milling, the digital workflow and advanced applications of digital dental treatments. One of the key themes of the meeting was the degree to which digital technology can

enhance the teamwork approach to dentistry. “Digital technology permits real-time assessment between the dental team members, enforces standards, enables iterative enhancement and easy replication of restorations, and enhances treatment planning,” said Dr. Lyndon Cooper, DDS, PhD, during his keynote address.

With 278 attendees, 60 of whom were laboratory owners and managers, the event introduced practical application of cutting-edge technologies for both the novice and experienced users. “It was a terrific opportunity for dental professionals to better understand the digital workflow and the significant patient benefits that digital technology provides in terms of increased accuracy, speed, comfort and appearance,” said William Hartman, Executive Vice President of Quintessence Publishing. <sup>LMT</sup>

For more information about Quintessence dental meetings, visit [www.quintpub.com/events](http://www.quintpub.com/events).



Dr. Jonathan Ferencz, DDS, FACP, Scientific Chair of the *1st International Symposium on Digital Dentistry: Technologies That Enhance Clinical Outcomes* (left), and Christian Haase, Owner and Managing Director of Quintessence International Publishing Group.